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# Immense New Boysenberry

## GET A PARTNER

If you live in a city or happen to be a fruit dealer and have a little money to spare why not make the acquaintance of some nearby farmer and grow Boysenberries on shares. It will be a pleasant diversion and you can make some money.

If you live in the country and have the land and the ability to raise these berries, but not the necessary money to buy the plants, why not make the acquaintance of some fruit dealer or other individual in a nearby city who will be glad to put some money in a partnership.



## ORIGIN

The Boysenberry was developed from three blackberries of unknown origin, Cuthbert raspberry, and loganberry. All of these berries are hardy and while we have only had the Boysenberry for two winters, our experiments have indicated that it is just as hardy as its parents.

## WHEN RIPE

If you plant early you may have a few sample berries the first summer, but your big full crop will not come until the following summer. Boysenberries ripen about two weeks later than youngberries but have twice as long picking season.

## Facts Relative To the Sensational New Boysenberry

### CURIOSITY.

In California where the Boysenberry has been offered for sale for two summers, had you been passing the fields of those lucky growers who had them, when they were ripe, you would have thought they were holding an old time camp meeting. Hundreds of people came from many miles around in order to see, taste, and purchase this marvelous berry right in the fields at two to three times higher price than that for which other vineberries were selling.

### FRUIT KILLED.

During the past year we have had an extremely cold winter followed by an intensely hot summer, with a killing drought in many sections of our country. Many fruit trees and fruit bearing vines have been completely destroyed. Therefore, there will be large plantings of new fruit to take their place. It is very doubtful if you could find anything to equal the Boysenberry to take the place of lost trees and vines that so quickly will give you a profit. In California young orchards of all kinds are being interset with Boysenberries. It is suggested that you give this some thought.

### TRUE TO NAME.

We have plants growing in 18 different plantings from Virginia to Oregon and California. Stock for these plantings was carefully selected from the original acreage. Plants are either in your state or nearby and they will reach you in perfect condition. If you prefer we will ship from the original acreage.

### DOES IT PAY?

Recently we visited the ranch of Mr. R. L. Saunders, Route 1, Box 15, Riverside, California, to look at 500 plants we had sold Mr. Saunders last spring. They were beautiful, immense, great big canes. Some of them were better than 15 feet long. In one end of the planting we were surprised to find quite a number of pale looking, runty, little plants that were not 1/5 as large as those at which we had looked. Yet they were in the same soil and had the same attention. Mr. Saunders noticed that we were embarrassed and very kindly advised us that after buying 500 plants from us he was offered some from another grower at a cheaper price. These were the plants.

We have priced our plants no higher than any other grower of honest Boysenberry plants and should you not care to purchase from us, we suggest that you carefully investigate before you purchase plants from another grower merely because they are quoted cheaper. They will be very expensive if they are not true to name, have not been grown right, nor been packed properly for shipment.

### RETAIL PRICE LIST

No. 1 strong tip rooted Boysenberry plants prepaid to any express or post office in the United States. Plants 25c each; 10—\$2.00; 100—\$12.00; 1000—\$100.00; 5 at 10 rate; 50 at 100 rate; 500 at 1000 rate. If you desire to plant more than 1000 consult us relative to price and terms. Please send check with reservation for at least 1/4 of the total. It is understood that the balance is to be paid before shipment. Every season hundreds of orders come to us after plants have been picked over and it is too late to ship. RESERVE RIGHT NOW.

### THRIVE WHERE BLACKBERRIES GROW.

Give your plants some manure of any kind or commercial fertilizer after they start growing, keep moist and weeds out. They will do the rest.

Where plants are to be irrigated they may be planted 6 by 6 but we advise more room to be allowed where irrigation is not practiced.

Boysenberries should be treated just like any other bramble and will do well in almost any soil, either heavy or light, providing it is not alkaline, and is fertilized and receives sufficient moisture.

### CULTURE.

We send full cultural instructions with every shipment.

### CULTIVATION.

Berry vines are shallow rooted. Therefore, deep and frequent cultivation merely tears to pieces the roots which cost good money to develop.

### RESERVE NOW.

We have about one-half of all plants in existence, and 90% of all plants east of the Rockies. We know positively there will be a complete sellout this season and earnestly advise you to make your reservations immediately.

Not 1/10th of the population of the United States has seen or tasted this marvelous berry and when they do there is going to be the greatest stampede for these plants that has ever been known for any plant.

Now is the time to plant in California and in Southern States where hard freezes are not expected. In other sections plant at the first break of spring.

# RANCHO VERDAD, Mentone, California

BOX 147, ARDMORE, OKLA.

BUSINESS OFFICE

BRIARFIELD ROAD, HAMPTON, VA.



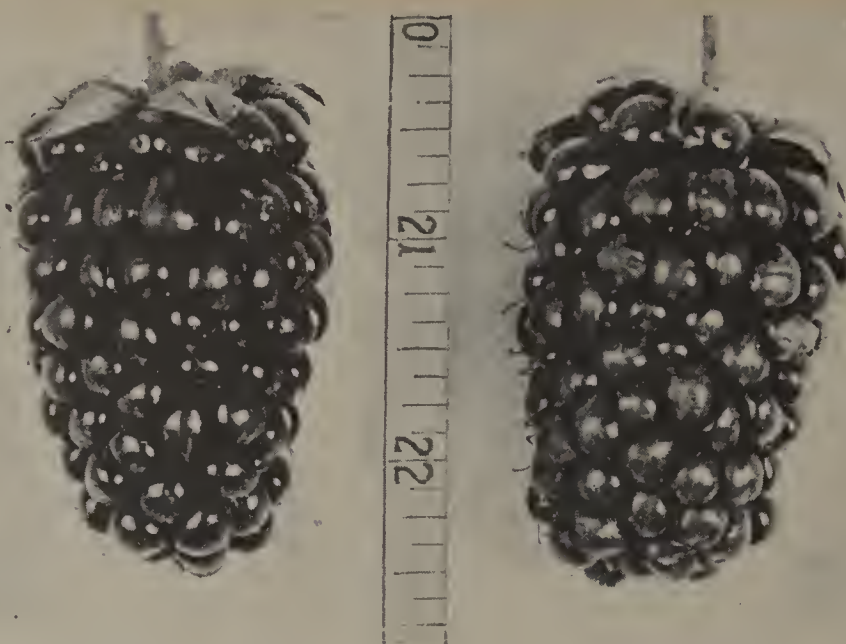
# BOYSENBERRIES---ACTUAL SIZE

## IMMENSE SIZE

It will take from 120 to 160 youngberries or 200 or more blackberries to fill a pint basket. 60 to 80 Boysenberries will do it. In California the Boysenberry has produced 13000 pounds to the acre.

## COST OF PICKING

Cost of picking cut in half because berries are produced in large clusters of immense berries on long stems that stand away from the canes.



## CITY LOTS

Thousands of city lots are lying idle, eating themselves up with taxes, which might be turned into profit if they were planted to Boysenberries. Looking after them would afford exercise and real pleasure to the office worker. Special cultural instructions will be given to such growers so that they may be sure of success.

## Some Astonishing Facts About the New Boysenberry

The new Boysenberry is such an improvement over all other vineberries that berry growers in California, where it originated, are destroying hundreds of acres of other vineberries and replacing them with this amazing new berry. The reason is evident:

### 1. BOYSENBERRY PROVES HARDY

The following article, written by Mr. Sidney Cates, was copied by permission of "The Country Gentleman." You may find it on page 39, August number, 1936.

"The Youngberry last winter, which should have borne this summer, were killed right down to the ground. Boysenberries planted alongside, however, came through without a sign of damage. The temperature went down as low as 17° below zero. So apparently the Boysenberry is going to be safe from cold at least well up in the Corn Belt."

Under date of March 10th we were advised by a United States government experimental station that at 10½° below zero Youngberries and other brambles were frozen but the Boysenberry was not damaged. We were also advised this plant seems to be sufficiently hardy to stand the climatic conditions of the southern New England states, New York, Ohio, Illinois, and similar states. We have not heard of a single instance where the Boysenberry was killed by the unusual cold weather we had last winter. It is our opinion this marvelous bramble is as hardy as the ordinary blackberry. We do not know just how much cold this very hardy plant will stand but we advise that in extremely cold sections the canes be allowed to remain on the ground for the first winter and covered with straw.

### 2. DROUGHT RESISTANT.

We have been advised that several plantings of Boysenberries in Arkansas, Tennessee and Oklahoma stood the severe drought last summer, more than 100 days without rain, while all other brambles around them were killed.

### 3. IMMENSE PRODUCTION AND PROFIT.

Ted Moss, Mentone, Calif., has made affidavit that he set out 100 Boysenberry plants spring of 1935 and made from this planting \$311.10 by June 30, 1936. 100 plants will set out 1/10 of an acre. Therefore, this was at the rate of \$3111 per acre. 200 plants may be set out on the average city lot. Any person in a community who has the foresight to plant out an acreage of these berries and be first in their community to do so, should make an immense profit.

### 4. IMMENSE SIZE.

There is no trick photography in the pictures on this circular. These pictures were taken with the rule beside them and were enlarged proportionally. Therefore, they are actual size. Some Boysenberries have actually been found nearly 2½ inches long.

### 5. COST HALF AS MUCH TO PICK.

Pickers in large plantings of these berries are delighted to pick them at half the price that is paid for other berries, because berries are so immense, grow in large clusters on long stems so that thorns do not bother pickers.

### 6. LONG SEASON.

Picking season is from 8 to 10 weeks. The berry really has a tendency toward everbearing, since in warmer climates some berries have been picked as late as February.

### 7. DELICIOUS FLAVOR.

The Boysenberry has a distinctive flavor, altogether different from any known berry. Fifty-two ladies questioned on one day, after tasting it, said that its flavor was somewhat suggestive of the raspberry.

### 8. VERY SWEET.

If the Boysenberry is permitted to remain on the vine until it is fully ripe it is much sweeter than any other vineberry. When eating fresh, no sugar is necessary because it has a very high sugar content.

### 9. SEED.

The seed are very small and very few in comparison to other berries. Eight lbs. and 4 ozs. of juice can be extracted from 10 lbs. of berries.

### 10. TENACIOUS.

Many berries when they become dead ripe will fall from the vine very quickly. This is not true of the Boysenberry. When dead ripe it will hang many days.

### 11. USES.

No vineberry can compare with its delicious flavor when it is made into jelly, jam, marmalade, or canned. In addition to this, it makes a most excellent fountain drink by adding four times water and a little sugar. Those ice cream makers who have tried it in sherbet immediately found it to be the very best seller.

### 12. FREEZE

If you do not sell all your berries fresh take them to the nearest cold storage plant and freeze them down. Bakers, ice cream manufacturers, hotels and restaurants will pay a big price for them during the winter.

## JOIN RANCHO VERDAD BRAMBLEBERRY CLUB

When you order 100 or more plants you automatically become a member. Your dues are nothing but good will. You receive free a full years subscription to "Better Fruit" magazine, in which our cultural letters will appear at every turn of the season until you have developed a crop.

AFTER YOU HAVE FINISHED WITH THIS CIRCULAR DO A KINDLY ACT AND PASS IT TO YOUR NEIGHBOR